

## Handout Four

### How to Distribute Surveys

*Note: Before electronic surveys, this was called the Total Design Method or TDM. With the onset of e-surveys, Dillman revised his guidelines so that methods varied -- were tailored -- to the mode of distribution.*

#### Mail surveys

Pre-notice: Notify respondents before sending questionnaire\*

Day 1: Questionnaire with cover letter from someone known by participants (send first class)

Day 7: A postcard reminder to all respondents

Week 4: Replacement questionnaire with cover letter

Week 7: Second replacement questionnaire and cover letter to non-respondents (send certified)

Week 8.5: Stop data collection

#### Email surveys

Pre-notice: Notify respondents before sending questionnaire

- Day 1: Email with link to questionnaire
- Day 7: Reminder with URL link
- Day 11: Email *and* mail questionnaire to non-respondents
- Day 15: Email reminder
- Day 25: Stop collecting data

Note: Incentives can be sent in pre-notice letter or with the questionnaire.

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Source: Bodes, Grim, & Hobbs. Mixed Mode Survey Research. (PowerPoint presentation) 2005. Social Science Research Institute. <http://www.ssri.psu.edu/survey/educ.htm>.

See also Dillman, Smythe, Christian. Internet, Mail, and Mixed-Mode surveys (3<sup>rd</sup> Ed.), 2009